

Rep Order#	6837955	Ver#	1	Mod#	0	Status	Confirmed	Traffic Order#	104994
EC'd	Yes								

9994      **Printed:**      08/02/2012 9:19 AM  
**Last Received:**      08/01/2012 11:53 AM  
**Showing Barlines:** All Lines

1

Station	KSNV-TV LAS VEGAS, NV.
Advertiser	( ).OBAMA FOR AMERICA
Product	OBAMA FOR AMERICA
Estimate#	1536
Buyer	MAURA GILROY
Phone#	
Fax#	

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1536  
Flight Dates 09/25/2012 - 10/01/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

BARACK OBAMA FOR AMERICA SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	5A-6A	NEWS	:30	\$90.00	09/25-09/28	4	1	4	\$360.00	
		Buyline Comment: NEWS										
	2	TU-F	6A-7A	NEWS	:30	\$175.00	09/25-09/28	4	1	4	\$700.00	
		Buyline Comment: NEWS										
	3	TU-F	7A-9A	TODAY SHOW	:30	\$200.00	09/25-09/28	4	1	4	\$800.00	
		Buyline Comment: TODAY SHOW										
	4	SA	6A-7A	NEWS	:30	\$125.00	09/29-09/29	1	1	1	\$125.00	
		Buyline Comment: NEWS										
	5	SA	7A-9A	SAT TODAY	:30	\$150.00	09/29-09/29	1	1	1	\$150.00	
		Buyline Comment: SAT TODAY										
	6	SU	6A-7A	NEWS	:30	\$90.00	09/30-09/30	1	1	1	\$90.00	
		Buyline Comment: NEWS										
	7	SU	7A-8A	SUN TODAY	:30	\$150.00	09/30-09/30	1	1	1	\$150.00	
		Buyline Comment: SUN TODAY										
	8	SU	8A-9A	MEET THE PRESS	:30	\$1,300.00	09/30-09/30	1	1	1	\$1,300.00	
		Buyline Comment: MEET THE PRESS										
	9	SU	9A-930A	NEWS	:30	\$125.00	09/30-09/30	1	1	1	\$125.00	
		Buyline Comment: NEWS										
	10	SU	930A-10A	CHRIS MATHEWS	:30	\$135.00	09/30-09/30	1	1	1	\$135.00	
		Buyline Comment: CHRIS MATHEWS										

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	11	TU-F	9A-10A	Buyline Comment: TODAY SHOW II	:30	\$95.00	09/25-09/28	4	1	4	\$380.00	
	12	TU-F	10A-11A	Buyline Comment: TODAY SHOW III	:30	\$80.00	09/25-09/28	4	1	4	\$320.00	
	13	TU-F	11A-12P	Buyline Comment: RACHEL RAY	:30	\$80.00	09/25-09/28	4	1	4	\$320.00	
	14	TU-F	12P-1230P	Buyline Comment: NEWS	:30	\$125.00	09/25-09/28	4	1	4	\$500.00	
	15	TU-F	1230P-1P	Buyline Comment: AGENDA	:30	\$100.00	09/25-09/28	4	1	4	\$400.00	
	16	TU-F	1P-2P	Buyline Comment: DAYS	:30	\$125.00	09/25-09/28	4	1	4	\$500.00	
	17	TU-F	2P-3P	Buyline Comment: DRS	:30	\$85.00	09/25-09/28	4	1	4	\$340.00	
	18	TU-F	3P-4P	Buyline Comment: PHIL	:30	\$150.00	09/25-09/28	4	1	4	\$600.00	
	19	TU-F	4P-430P	Buyline Comment: NEWS	:30	\$145.00	09/25-09/28	4	1	4	\$580.00	
	20	TU-F	430P-5P	Buyline Comment: NEWS	:30	\$175.00	09/25-09/28	4	1	4	\$700.00	
	21	TU-F	5P-630P	Buyline Comment: NEWS	:30	\$250.00	09/25-09/28	4	1	4	\$1,000.00	

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	22	SA	5P-630P	NEWS	:30	\$150.00	09/29-09/29	1	1	1	\$150.00	
		Buyline Comment: NEWS										
	23	SU	830P-930P	NEWS AFTER NFL	:30	\$450.00	09/30-09/30	1	1	1	\$450.00	
		Buyline Comment: NEWS AFTER NFL										
	24	TU-F	630P-7P	JEOPARDY	:30	\$230.00	09/25-09/28	4	1	4	\$920.00	
		Buyline Comment: JEOPARDY										
	25	TU-F	7P-730P	WHEEL	:30	\$230.00	09/25-09/28	4	1	4	\$920.00	
		Buyline Comment: WHEEL										
	26	TU-F	730P-8P	FACE TO FACE	:30	\$125.00	09/25-09/28	4	1	4	\$500.00	
		Buyline Comment: FACE TO FACE										
	27	SA	630P-7P	JEOPARDY	:30	\$150.00	09/29-09/29	1	1	1	\$150.00	
		Buyline Comment: JEOPARDY										
	28	SA	7P-730P	WHEEL	:30	\$150.00	09/29-09/29	1	1	1	\$150.00	
		Buyline Comment: WHEEL										
	29	SA	730P-8P	VEGAS INC	:30	\$100.00	09/29-09/29	1	1	1	\$100.00	
		Buyline Comment: VEGAS INC										
	30	F	8P-9P	DATELINE	:30	\$500.00	09/28-09/28	1	1	1	\$500.00	
		Buyline Comment: DATELINE										
	31	SA	9P-10P	NBC PRIME	:30	\$400.00	09/29-09/29	1	1	1	\$400.00	
		Buyline Comment: NBC PRIME										
	32	SU	4P-515P	FNIA	:30	\$600.00	09/30-09/30	1	1	1	\$600.00	
		Buyline Comment: FNIA										

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	33	SA	10P-11P	NBC PRIME	:30	\$500.00	09/29-09/29	1	1	1	\$500.00	
		Buyline Comment: NBC PRIME										
	34	SU	4P-515P		:30	\$600.00	09/30-09/30	1	1	1	\$600.00	
		Buyline Comment: FNIA										
	35	SU	515P-830P		:30	\$4,000.00	09/30-09/30	1	1	1	\$4,000.00	
		Buyline Comment: SUN NIGHT FTBL										
	36	TU-F	11P-1135P		:30	\$255.00	09/25-09/28	4	1	4	\$1,020.00	
		Buyline Comment: NEWS										
	37	SA	11P-1135P		:30	\$225.00	09/29-09/29	1	1	1	\$225.00	
		Buyline Comment: NEWS										
	38	SU	11P-1135P		:30	\$255.00	09/30-09/30	1	1	1	\$255.00	
		Buyline Comment: NEWS										
	39	TU-F	1135P-1235A		:30	\$110.00	09/25-09/28	4	1	4	\$440.00	
		Buyline Comment: LENO										
	40	TU-F	1235A-135A		:30	\$40.00	09/25-09/28	4	1	4	\$160.00	
		Buyline Comment: FALLON										
	41	SA	1130P-1A		:30	\$400.00	09/29-09/29	1	1	1	\$400.00	
		Buyline Comment: SNL										
	42	M	5A-6A		:30	\$100.00	10/01-10/01	1	1	1	\$100.00	
		Buyline Comment: NEWS										
	43	M	6A-7A		:30	\$190.00	10/01-10/01	1	1	1	\$190.00	
		Buyline Comment: NEWS										

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	44	M	7A-9A	Buyline Comment: TODAY SHOW	:30	\$250.00	10/01-10/01	1	1	1	\$250.00		
	45	M	9A-10A		Buyline Comment: TODAY SHOW II	:30	\$150.00	10/01-10/01	1	1	1	\$150.00	
	46	M	10A-11A			Buyline Comment: TODAY SHOW III	:30	\$100.00	10/01-10/01	1	1	1	\$100.00
	47	M	11A-12P	Buyline Comment: RACHEL RAY	:30	\$100.00	10/01-10/01	1	1	1	\$100.00		
	48	M	12P-1230P		Buyline Comment: NEWS	:30	\$125.00	10/01-10/01	1	1	1	\$125.00	
	49	M	1230P-1P	Buyline Comment: AGENDA	:30	\$90.00	10/01-10/01	1	1	1	\$90.00		
	50	M	1P-2P		Buyline Comment: DAYS	:30	\$150.00	10/01-10/01	1	1	1	\$150.00	
	51	M	2P-3P	Buyline Comment: DRS	:30	\$100.00	10/01-10/01	1	1	1	\$100.00		
	52	M	3P-4P		Buyline Comment: PHIL	:30	\$150.00	10/01-10/01	1	1	1	\$150.00	
	53	M	4P-5P	Buyline Comment: NEWS	:30	\$175.00	10/01-10/01	1	1	1	\$175.00		
	54	M	11P-1135P		Buyline Comment: NEWS	:30	\$275.00	10/01-10/01	1	1	1	\$275.00	

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	55	M	5P-630P	NEWS	:30	\$265.00	10/01-10/01	1	1	1	\$265.00	
	Buyline Comment: NEWS											
	56	M	630P-7P	JEOPARDY	:30	\$260.00	10/01-10/01	1	1	1	\$260.00	
	Buyline Comment: JEOPARDY											
	57	M	7P-730P	WHEEL	:30	\$260.00	10/01-10/01	1	1	1	\$260.00	
	Buyline Comment: WHEEL											
	58	M	730P-8P	FACE TO FACE	:30	\$150.00	10/01-10/01	1	1	1	\$150.00	
	Buyline Comment: FACE TO FACE											
	59	M	1135P-1235A	LENO	:30	\$150.00	10/01-10/01	1	1	1	\$150.00	
	Buyline Comment: LENO											
	60	M	1235A-135A	FALCON	:30	\$60.00	10/01-10/01	1	1	1	\$60.00	
	Buyline Comment: FALCON											
	61	M	8P-10P	VOICE	:30	\$1,100.00	10/01-10/01	1	1	1	\$1,100.00	
	Buyline Comment: VOICE											

---REPORT TOTALS---

Report Totals: 121 / \$26,215.00

---SALES MONTHLY TOTALS---

Sep 12: 101 / \$22,015.00 Oct 12: 20 / \$4,200.00  
Sales Totals: 121 / \$26,215.00  
Station Totals: 121 / \$26,215.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

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---COMPETITIVE---

Market Totals	\$87,383	CATV 0%	KBLR 0%	KINC 0%	KLAS 26%	KSNV 30%
		KTNV 19%	KTUD 1%	KVCW 2%	KVMY 2%	KVVU 20%
		XXXX 0%				

---COMPETITIVE COMMENTS---  
SHARES ESTIMATED

Books NOV12  
Demos RA35+

---Agency Comment---  
PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---  
CASH IN ADVANCE